

INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

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June 3, 1961

Senate Hearing Scheduled on Mexican Farm Labor Program

Public hearings on a proposal to extend the Mexican farm labor program for two years have been scheduled for June 12-13 by the Subcommittee on General Legislation of the Senate Agriculture Committee.

Senator Jordan (N.C.) is chairman of the Subcommittee which includes Senators Eastland (Miss.), Young (Ohio), Hart (Mich.), Hickenlooper (Iowa), Young (N.D.), and Cooper (Ky.).

H. R. 2010 (Gathings), as passed by the House on May 11, would extend until December 31, 1963, the program which authorizes the temporary employment of Mexican farmworkers in the United States. The program is scheduled to expire at the end of 1961.

On May 23, Senator McCarthy (Minn.) and 15 other Senators introduced a bill, S. 1945, which would authorize the Secretary of Labor to limit the number of foreign workers who may be employed by any employer "to assure that wages and working conditions of domestic work-

ers are not adversely affected." The bill would also empower the Secretary to withhold workers recruited under this program:

1. Unless the employer has made reasonable efforts to attract domestic workers at terms and conditions of employment reasonably comparable to those offered foreign workers.

2. For employment in other than temporary or seasonal occupations, except in specific cases for a temporary period, when found by the Secretary of Labor necessary to avoid hardship.

3. For employment involving the operation of power driven machinery, except in specific cases for a temporary period when found by the Secretary of Labor necessary to avoid hardship.

4. Unless the employer offers and pays wages equivalent to the average farm wage in the state, or the national farm wage average, whichever is the lesser.

Amendments embodying the proposals contained in S. 1945, which have been endorsed by the Administration, were rejected by the House prior to final passage of H. R. 2010.

Fifth N.C.A. Recipe Book Marks '15' Series Finale

15 Snack And Party Recipes, fifth in a series of recipe leaflets for homemakers, issued through the N.C.A. Consumer Service Division, is the finale in the "15 recipe" series.

The leaflet gives recipes for make-ahead snacks and some to prepare just before party time. In addition to the 15 recipe topics extra snack ideas are given, as well as variations to many of the recipes—making a total of more than three dozen party recipes and recipe suggestions.

The introduction to the leaflet says, "Snacktime or partytime can be anytime! More snacks are being eaten now than ever before . . . and these are times of frequent spur-of-the-moment casual parties. Producers have kept step with the times, and dozens of canned and other convenience foods take the chore out of making all kinds of delicious party snacks. Looking for a make-ahead . . . or some good 5-minute snacks? You'll find them and other choice recipes here. Most are designed to save work, time, muss and fuss. And, all are designed for pure eating pleasure."

The series was planned around the theme "This is the way America lives and eats." Others preceding the snack leaflet were *15 Casserole Treasures*, *Make Salads 15 Wonderful Ways*, *Vegetables With A Flair—15 Easy Recipes*, and *15 Star Desserts*. More than 300 canned food uses, covering all categories, appear in the five leaflets. The recipes were developed by Gloria Hansen, Manager, N.C.A. Test Kitchens, and the photographs were taken in the N.C.A. kitchens.

Each leaflet was distributed to leading foods people including magazine and newspaper food editors, people in radio and television, cook book authors, extension leaders, business home economists and nutritionists.

Secretary Freeman Testifies Again on Over-all Farm Bill; Says that Commodity Programs Should Be 'Producer-Oriented'

Representation of food processors and handlers on the advisory committees proposed by the Administration's farm bill, S. 1643, might strengthen the committees and provide additional viewpoints, Secretary of Agriculture Freeman conceded to the Senate Agriculture Committee on June 1. It would not be desirable, he added, to give processors and handlers a veto over proposed commodity programs which, in his opinion, should be "producer-oriented."

Secretary Freeman, who had testified before the Committee on May 3 in support of his proposal, reappeared at the request of Chairman Ellender to answer questions and criticisms which have been raised about this bill by a number of organizations, including the N.C.A. (A report to the N.C.A.'s testimony on May 17 is contained in a Supplement to the INFORMATION LETTER of May 24.)

At one point, Senator Ellender asked the Secretary whether, in his opinion, there is any need to extend marketing orders to canning crops. "Yes, I believe there is," Secretary Freeman responded. He explained that "we find increasingly more and more canning and freezing of items." If the producers of these items, he added, desire to have the discretion to extend marketing orders to their products, "I think it's a matter of sound public policy." Processors, Secretary Freeman stated, ought not to have a veto power over proposed marketing orders.

In response to a question by the Chairman, Secretary Freeman admitted he did not know exactly how processors and handlers would be selected for the advisory committees. He pointed out, however, that farmer (and consumer) representation would depend on the particular commodity

in question and the farm (and consumer) organizations which have strong representation in those areas where the crop is produced. "The same would be true of handlers and

processors who would serve on the advisory committees," he added without further elaboration.

In response to another question by the Chairman, Secretary Freeman said he would have no objection to permitting farmers to vote on individual parts of a proposed marketing order, such as those for research and promotion, instead of only on an all-inclusive order involving production controls as well as the other features.

Asked whether the farmer advisory committee should include representatives of cooperatives, the Secretary replied that he thinks they are included under the present language of the bill.

As presently written, Secretary Freeman admitted, the bill would authorize national marketing orders for "basic" crops, but he would not object to their exemption. He added, however, that he would object to the exemption of perishable crops from the national marketing order and quota provisions of the proposed legislation. Producers of perishables, he stated, might some day want a national program. He added that there is nothing in the bill which would "force" national marketing orders on anyone.

The Secretary admitted that, "absent special circumstances," no hearings are expected to be held on national marketing orders proposed under this legislation. There is, he added, no prohibition against such hearings.

Secretary Freeman declared that he is "confused by strident protests from commodity groups that want to be exempted" from the provisions of the bill. He does not believe, he explained, that any groups should tell Congress that a bill which is good for agriculture should not be enacted because it might hurt them.

"The Secretary of Agriculture," Mr. Freeman claimed, "needs more tools to work with and more flexibility to use them. . . . What this bill provides," he said, "are flexible tools to be used in any possible contingency."

Secretary Freeman denied allegations that the bill would transfer any authority from the Congress to the Secretary of Agriculture, claiming that "Congressional participation is substantially enlarged under this bill, not curtailed." Senators Cooper and Holland, however, asserted that, in the initial determination of a program, Congress would not have the same power as it now enjoys. The power to

initiate, they claimed, would be transferred to the Secretary of Agriculture.

Public hearings on the Administration's proposal were concluded last week by the Senate and House Agriculture Committees. Both are expected to begin executive consideration of the bill next week.

Farm Labor Housing

Hearings on two bills designed to help provide housing for domestic farm labor were held May 31 and June 1 by the Subcommittee on Housing of the Senate Committee on Banking and Currency.

Senator Harrison A. Williams, Jr. (N.J.), a member of the Subcommittee, presided at the hearings on S. 1127, which he had introduced, and S. 1249, introduced by Senator Holland (Fla.). Senator Sparkman (Ala.) is chairman of the Subcommittee.

The purpose of the bills is to accelerate new construction, rehabilitation, and improvement of housing for domestic farmworkers, particularly migratory farmworkers. Federal assistance would take the form of insured loans, low-cost direct loans, and—in certain hardship cases—grants to farmers and domestic farmworkers. This program would be administered by the Secretary of Agriculture.

Insured loans could be made to any person, including persons desiring to erect rental-type housing. Direct loans, limited to nonprofit housing, could be made to a farm owner, a farmers' association, a state or its political subdivision, or a public or private nonprofit institution. Home ownership aids for domestic farmworkers and their families would also be provided.

MSSA Requirements for Canned Sweet Cherries

Tentative requirements for canned sweet cherries from the 1961 crop to meet the needs of the armed services were announced by the MSSA May 25 as 593,000 pounds of Grade A or B in No. 303 cans and 859,000 pounds in No. 10 cans. These figures are the equivalents of 24,708 cases 24/303 and 21,210 cases 6/10.

Procurement will be made by the Headquarters, Oakland region, MSSA, 2155 Webster St., Alameda, Calif.

Si Smith Named Acting Head of USDA Marketing Service

Sylvester R. (Si) Smith has been appointed Acting Administrator of USDA's Agricultural Marketing Service, it was announced by Secretary Freeman June 1.

Mr. Smith is well known to the canning and food processing industries. He has served the past 15 years as Director of USDA's Fruit and Vegetable Branch, in charge of fruit and vegetable marketing activities.

He succeeds O. V. Wells, who is retiring as AMS Administrator to go with the Food and Agriculture Organization of the United Nations as Assistant Director-General, with offices in Rome.

Mr. Smith first joined the Department of Agriculture in 1934, as an agricultural economist to do price analyses of fruits and other specialty crops. His work broadened through the years and in 1942 he was appointed Assistant Chief of the Fruit and Vegetable Branch, Agricultural Marketing Administration. He was named Assistant to the Deputy Director of the Food Distribution Administration in April of 1943 and in April, 1944, was designated Deputy Director of the Office of Distribution, War Food Administration, and took charge of that organization's activities in connection with civilian problems.

Named Associate Director of the Fruit and Vegetable Branch in August, 1945, Mr. Smith became Director in April of 1946. He is familiar with the trade and industry groups, both producing and marketing, throughout this field and has acquired firsthand knowledge of many of their operating problems through extensive travel.

He was born in South Dakota but was raised on a farm in Montana. He was graduated from the University of Montana and did graduate work at the University of California.

Chopped Meat for USDA

USDA announced May 31 that its weekly purchases of canned chopped meat for distribution to needy families will be discontinued "since supplies of this product are sufficient for the present."

Total purchases since the start of the program in April amounted to 40,324,000 pounds at a cost of \$17,596,000. The chopped meat consists of beef, pork, and other meat products.

Vegetables for Processing

SUMMARY OF NINE CROPS

Total planted acreage of nine processing crops in 1961 is indicated to be 10 percent larger than the planted acreage of these crops last year, according to the Crop Reporting Board of USDA. Except for green peas and spinach, these indications are based on processors' intentions before planting time and may or may not be carried out.

On the basis of conditions up to May 15, the only crop for which a reduction from last year is indicated is spinach. Acreages of other crops are above last year by from 6 to 15 percent, and acreages of green lima beans, snap beans, contract cabbage for kraut, sweet corn, and winter and early spring spinach are above the 10-year average.

The total planted acreage of 1,640,360 acres is 2 percent below the average total for 1950-59.

Following is a summary of 1961 prospects for individual processing crops, compared with 1960 planted acreages:

Crop	1960	1961	Per- cent change from 1960
(acres)	(acres)	(acres)	
Green lima beans...	95,500	106,980	+12
For canning.....	31,830	47,530	+49
For freezing.....	63,670	59,450	-7
Snap beans.....	181,950	194,600	+7
For canning.....	135,010	139,450	+3
For freezing.....	46,940	55,150	+17
Beets.....	15,120	18,800	+11
Cabbage (contract) for kraut.....	8,970	9,500	+6
Sweet corn.....	430,450	470,400	+9
For canning.....	352,060	376,950	+7
For freezing.....	78,390	93,450	+19
Cucumbers for pickles.....	103,380	114,350	+11
Green peas.....	360,770	416,530	+15
For canning.....	224,960	253,220	+13
For freezing.....	135,810	163,310	+20
Spinach (winter and early spring).....	10,200	9,800	-4
Tomatoes.....	280,800	301,400	+7
Total, 9 crops.....	1,487,140	1,640,360	+10

GREEN PEAS FOR PROCESSING

Acreage of green peas planted and to be planted for processing this year is estimated at 416,530 acres, 15 percent more than the 360,770 acreages planted in 1960 but 7 percent less than average.

The acreage intended for canning is estimated by USDA at 253,220 acres, accounting for 61 percent of the 1961 acreage, and is 13 percent more than last year's acreage for canning.

Of the total preliminary planted acreage, 307,770 acres are sweets, 28,330 acres are semi-sweets, and 80,430 acres are smooth round varie-

ties. These figures compare with 1960 totals of 272,630 acres of sweets, 23,520 acres of semi-sweets, and 64,620 acres of smooth round.

Prospects in California on May 15 pointed to a record crop totaling 21,250 tons, compared with 13,510 tons obtained last year and the average of 12,690 tons for the state.

State	10-year ave. 1950-59	1960	1961 Prelim- inary	Per- cent change from 1960
(acres)	(acres)	(acres)	(acres)	
N. Y.....	20,900	10,800	12,400	+15
Pa.....	11,860	4,900	5,500	+12
Ind.....	2,580	1,700	1,800	+6
Ill.....	28,100	26,400	27,500	+4
Mich.....	5,550	4,200	6,000	+43
Wis.....	125,230	82,000	100,400	+22
Minn.....	87,450	44,100	55,000	+25
Del.....	4,140	6,200	7,000	+13
Md.....	8,810	6,500	7,400	+14
Idaho.....	12,070	15,500	18,600	+20
Wash.....	69,330	73,500	74,000	+1
Ore.....	60,120	57,400	67,000	+17
Calif.....	10,220	7,500	14,200	+89
Other states ¹ ...	32,070	20,070	19,730	-2
U. S. Total...	449,320	360,770	416,530	+15

For freezing....	126,070	135,810	163,310	+20
East ¹		23,450	25,470	+9
Central ²		12,460	18,000	+44
West ³		99,900	110,840	+20

For canning, etc.	322,360	224,960	253,220	+13
East ¹		16,450	18,600	+13
Central ²		147,510	174,260	+18
West ³		61,000	60,360	-1

¹ Ark., Colo., Iowa, Kans., Maine, Mo., Mont., Nebr., N. J., Ohio, Okla., Tenn., Utah, Va., and Wyo.

² East: Maine, N. Y., N. J., Pa., Del., Md., and Va. Central: Ohio, Ind., Ill., Mich., Wis., Minn., Iowa, Tenn., and Ark. West: Mont., Idaho, Wyo., Colo., Utah, Wash., Ore., and Calif.

Calif. Pack of Spring Spinach packed after March 1

(Canners League of California)

Case and Can Size	1960	1961
(actual cases)		
48/8Z.....	179,550	158,387
48/Picnic.....	92,858	89,798
24/303 and 24/300.....	1,440,981	1,472,349
24/215.....	457,087	448,848
6/10.....	794,080	855,112
Misc.....	18,006	46,481
Total.....	2,983,762	3,070,975

Green and Wax Beans Stocks

(N.C.A. Division of Statistics)

	1959-60	1960-61
(actual cases)		
Carryover, July 1.....	6,111,363	4,049,909
Pack, July 1-Jan. 1.....	24,462,441	26,625,757
Pack, Jan. 1-May 1.....	262,853	316,109
Supply to May 1.....	30,836,657	30,991,775
Stocks, May 1.....	5,585,807	5,006,655
Shipments during April.....	2,242,492	2,311,298
Shipments, July 1-May 1.....	25,250,850	25,386,120

Shipments of Metal Cans and Glass Containers, Jan.-March

(Bureau of the Census,
U. S. Department of Commerce)

METAL CANS

	Jan.-Mar. 1960	1961
(short tons of steel)		
Fruit and fruit juices (in- cluding cans for fruit base still drinks sold as soft drinks).....	133,302	113,627
Vegetable and vegetable juices.....	84,275	103,318
Meat, including poultry.....	39,107	38,144
Fish and sea foods.....	22,023	22,757
Baby food, including formulas	11,165	8,188
"Other" foods, including soups	117,247	120,994

GLASS CONTAINERS

	Jan.-March 1960	1961
(thousands of gross)		
Wide-mouth food (including fruit jars, jelly glasses, and packers' tumblers).....	10,357	11,500
Narrow-neck food.....	3,756	4,399

Meat Canned in April under Federal Inspection

(Meat Inspection Division of ARS)

	3 Lbs. Under & Over 3 Lbs.	Total
(thousands of pounds)		
Luncheon meat.....	9,426	10,990
Canned hams.....	24,241	217
Beef hash.....	565	4,335
Chili con carne.....	876	7,537
Vienna sausage.....	216	4,963
Frankfurters and wien- ers in brine.....	8	234
Deviled ham.....		923
Other potted and dev- iled meat products.....	3,426	3,426
Tamales.....	26	1,568
Sliced, dried beef.....	19	221
Chopped beef.....		838
Meat stew.....	64	10,894
Spaghetti meat prod- ucts.....	182	9,573
Tongue (not pickled).....	30	120
Vinegar pickled prod- ucts.....	697	1,236
Sausage.....	2	468
Hamburger.....	410	17,541
Soups.....	2,182	54,385
Sausage in oil.....	343	407
Tripe.....		335
Brains.....		187
Loins and picnics.....	1,160	87
All other products 20% or more meat.....	509	7,484
All other products less than 20% meat (ex- cept soup).....	1,585	16,815
Total.....	42,246	154,782

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 205,084,000 pounds.

Tribute Paid Canning Crops Champion on Washington Trip

It has become a tradition for N.C.A. to honor the youthful winner of the annual Canning Crops Contest at the spring meeting of the Board of Directors, and this practice was carried out impressively for the benefit of the 1960 national winner, Alvin W. String, Jr., 19, of Harrisonville, N. J.

On his arrival in Washington, the day before the Board meeting, accompanied by his fieldman, James F. Foote of the California Packing Corporation's Swedesboro, N. J., plant, String was interviewed by Patty Cavin, on her popular program "Capital Bylines," broadcast throughout the Washington metropolitan area from radio station WRC, the National Broadcasting Company outlet for the District.

That same afternoon he had audiences, with press photos, with Senator Clifford P. Case and his Congressman, The Honorable William T. Cahill. Following this, he was treated to a sightseeing trip to Mt. Vernon, dinner, and a show.

Early Thursday morning he was interviewed by Claude Mahoney of the Farm News network show of the Mutual Broadcasting System, and visited the Zoo and the White House during the balance of the morning.

At noon he was an honored guest at the speakers' table of the N.C.A. Board of Directors' lunch, of which the opening event was the presentation of the N.C.A. bronze championship plaque by Senator Harrison A. Williams, Jr. (The Senator's remarks and String's reply were reproduced in the May 24 INFORMATION LETTER.)

An innovation at this affair was the presentation of a Meritorious Service Award to Mr. Foote, symbolizing the industry's appreciation of the key position of canner's fieldmen. Text of the award was as follows:

"The continuing improvement of mutual understanding and cooperation between canners and growers rests mainly with the fieldmen and their close relationships with our raw product producers.

"A part of this effort to maintain the interest and enthusiasm for growing canning crops must necessarily be directed toward the young people of today who will be the canning industry's suppliers tomorrow.

"To provide incentive for these young people, the National Canners Association established the Canning Crops Contest. Implementation of this contest locally has been the responsibility of the fieldmen.

"The National Canners Association acknowledges with appreciation the fieldmen's contribution to the success of this youth program."

Similar certificates will be presented to the fieldmen of the four regional winners of the 1960 Canning Crops Contest:

Charley Larsen, Libby, McNeill & Libby, Janesville, Wis., Central Region; Robert W. Odell, Washington Canners, Vancouver, Wash., Western Region; Robert H. Dilling, H. J. Heinz Company, Chambersburg, Pa., Eastern Region; and T. J. Harper, Pomona Products Company, Griffin, Ga., Southern Region.

That afternoon String visited the FBI and later was among the guests at the reception at the Arlington home of Mr. and Mrs. Carlos Campbell.

Scheduling and supervision of his Washington itinerary was handled by Dr. Edwin A. Crosby, Assistant Director of the N.C.A. Raw Products Research Bureau. Publicity on his various appearances and audiences was prepared and issued on a day-by-day basis by the Information Division and Dudley-Anderson-Yutzy, public relations counsel for the Consumer and Trade Relations Program which handles publicity for the Canning Crops Contest. This included press releases, pictures and captions to New Jersey newspapers, canning trade press, and national wire services, as well as a script for 53 farm radio directors across the country.

Western Struvite Committee

A meeting of the Western Committee for Struvite Research was held at Long Beach, Calif., May 18. Attending the meeting were representatives of the Pacific Coast tuna canning industry and Walt Yonker of the N.C.A. Seattle Laboratory and Frank Lamb of the N.C.A. Berkeley Laboratory.

Mr. Yonker reported on results obtained to date on test packs, and plans were made for preparation of more such packs. He also reported on taste tests on samples of the test packs.

The committee agreed that the fundamental studies on the effect of the chemical composition of tuna on struvite formation, being conducted at the N.C.A. Berkeley Lab, should continue and that special efforts should be made to develop a quantitative method for determining struvite in canned tuna. Additional studies to be conducted on raw frozen tuna by the FAWS Bureau of Commercial Fisheries in Seattle in cooperation with Berkeley Laboratory were discussed.

Scientific Workers in Food Processing Industries

Approximately 7 percent of all food processing companies employed scientists and technicians in 1959, according to an article by the Economic Research Service of USDA in *The Marketing and Transportation Situation*. Data in the article are based on surveys by the National Science Foundation.

Employment of scientific workers in food and kindred products manufacturing was directly correlated with size of company; more larger companies than smaller ones hired them. Among companies with 5,000 or more employees, almost 97 percent hired scientists; among companies with total employment of less than 100, about 4 percent hired scientists.

The total employment of scientists and technicians in the food and kindred products manufacturing industries was placed at 15,400, of whom 27 percent were engineers and 25 percent chemists.

About half of the scientists, including engineers, performed functions connected with production and operations. The next largest group, 28 percent, was employed in research and development. Chemists made up the largest group of scientists engaged in research and development.

Expenditures for research and development in 1958 totaled \$80 million. Company-financed research and development expenditures amounted to about 0.3 percent of net sales in 1957.

In 1957 the food and kindred products manufacturing industry reported an average annual research and development cost per scientist, including engineers, of \$20,200. This estimate includes salaries, cost of materials and equipment, and all other direct and supporting costs, plus a portion of overhead items. Wages and salaries of research and development personnel made up about 62 percent of the total.

USDA said that new technology is "a dramatic factor that has contributed to the growth in output per man-hour in the factory processing of farm food products.

"Since World War II," USDA reports, "production workers in the food processing industry have been declining in number, whereas the number of other-than-production workers has been increasing. This change in composition of the labor force is partly explained by technological changes."

Antibiotic Effective against Rust Disease of Snap Beans

Rust disease of snap beans can be prevented or cured under greenhouse conditions by phleomycin, a new antibiotic previously known to be effective against organisms causing human and livestock diseases, the USDA reports. This disease is becoming increasingly severe in fall-grown snap beans in parts of some eastern seaboard states.

In greenhouse experiments at the USDA's Agricultural Research Center, Beltsville, Md., phleomycin protected bean plants from rust infection many times more effectively than chemicals or antibiotics commonly used.

Dr. Bernard C. Smale and Marjorie D. Montgillion, plant pathologists of USDA's Agricultural Research Service, and T. G. Pridham of the Northern Utilization Research and Development Division, Peoria, Ill., found that phleomycin also cured rust-diseased plants when used in extremely small amounts. At present, bean rust is controlled under field conditions by preventing occurrence of the disease rather than by curing diseased plants.

An exceptionally low concentration of phleomycin—one part of the antibiotic per million of water, sprayed on leaf surfaces—is sufficient for complete bean rust control, the scientists say.

This is the first reported use of the antibiotic for plant-disease control. Experiments are being continued at Beltsville to determine the effectiveness of phleomycin against other rusts and against downy mildew and anthracnoses.

American Weekly to Feature Canned Foods Recipes

"Unexpected Guests," an *American Weekly* feature for June 11, presents six creative recipes that stress the use of canned foods to "be prepared with these dishes from your pantry shelf." The recipes, which include tongue with raisin sauce, Spanish rice dinner, a vegetable dish, a salad and two desserts, mention 11 canned vegetables, three fruits, one juice, as well as canned tongue, Vienna sausage, luncheon meat, shrimps, chicken and a soup. All recipes are designed to make the most of the possibilities canned foods offer for maximum flavor interest with minimum kitchen time. The *American Weekly*, a Sunday supplement, reaches more than ten million families.

New Freestone Peach Variety

Budwood of Redtop, a new freestone peach variety, has been released to nurserymen by the USDA, which describes the fruit as high in quality and almost round, with flesh that is yellow, firm, and fine-textured. The new peach is good for canning, freezing, and fresh market, according to USDA.

The Redtop peach has been tested primarily in California, but its developers believe it might do well also in some other peach-growing areas. However, they recommend test-planting a few trees before expanding to larger plantings.

Redtop ripens about three and a half weeks before Elberta. Trees of Redtop are moderately vigorous and productive and bloom about the same time as July Elberta. Redtop trees probably require about the same period of dormancy as those of the July Elberta variety. Both trees and fruit of Redtop are moderately susceptible to bacterial spot disease.

When grown to maturity in California, Redtop peaches have an attractive bright red color over three-fourths of the skin surface. However, when test-grown by USDA's Agricultural Research Service at Fort Valley, Ga., and Beltsville, Md., this variety produced fruit with a duller red color than that grown in California. This color covered most of the fruit.

Redtop is the result of a cross between Sunhigh and an open-pollinated seedling of July Elberta made at Beltsville in 1948. Seedlings were grown and selected at Fresno, Calif., in cooperation with the Fresno State College Foundation.

Limited amounts of Redtop budwood are available to nurserymen. Information on sources of this budwood may be obtained from John H. Weinberger, U. S. Horticultural Field Station, Fresno, Calif. A few trees will be available to growers from nurserymen in the fall of 1961. USDA has no trees for distribution.

Canned Foods on S.S. HOPE

The role of canned foods in providing a properly balanced, nutritious, economical supply of year-round food was pointed up in a recent photocaption release sent to the U.P.I. syndicate and the canning trade journals, under the N.C.A. Consumer and Trade Relations Program.

The photo, made by the U. S. Information Service in Djakarta, de-

Forthcoming Meetings

- June 7—N.C.A. Short Course for Retort Operators, University of Wisconsin, Babcock Hall, Madison
- June 11-12—Michigan Cannery and Freezers Association, Spring Meeting, Whitcomb Hotel, St. Joseph
- June 12-14—Maine Cannery and Freezers' Association, 49th Annual Meeting, The Colony, Kennebunkport
- June 18-22—National Association of Retail Grocers, 52d Annual Convention, Convention Hall, Philadelphia
- June 19-21—Grocery Manufacturers of America, Inc., Midyear Meeting, The Greenbrier, White Sulphur Springs, W. Va.
- June 21-24—Processed Apples Institute, Inc., 16th Annual Meeting, The Greenbrier, White Sulphur Springs, W. Va.
- June 25-26—Ohio Cannery and Food Processors Association, Spring Meeting, Catawba Cliffs Beach Club, Port Clinton
- July 5-21—N. C. A. Midwestern Cannery Technicians School, Purdue University, Lafayette, Ind.
- July 13—National Kraut Packers Association, Catawba Cliffs Beach Club, Port Clinton, Ohio
- July 24-25—Ohio Cannery and Food Processors Association, Tomato Cannery Quality Control Conference, Ohio State University, Columbus
- Sept. 11-13—Symposium on Foods, Oregon State College, Corvallis
- Sept. 19-27—World Nutritional Fishery Conference, FAO, Rome
- Oct. 19-21—Florida Cannery Association, 39th Annual Convention, Diplomat Hotel, Hollywood by the Sea
- Nov. 12-14—Wisconsin Cannery Association, 57th Annual Convention, Schroeder Hotel, Milwaukee
- Nov. 20-21—Michigan Cannery and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- Nov. 20-21—Pennsylvania Cannery Association, 47th Annual Convention, Yorktowne Hotel, York
- Nov. 27-28—Ohio Cannery and Food Processors Association, 54th Annual Convention, Commodore Perry Hotel, Toledo
- Dec. 6-8—New York State Cannery and Freezers Association, 76th Annual Convention, Hotel Concord, Kiamasha Lake
- Dec. 9-13—National Food Brokers Association, National Food Sales Conference, Chicago
- Jan. 10-12—Illinois Cannery Association, Cannery School, Urbana
- Jan. 11-12—Cannery League of California, 39th Annual Fruit and Vegetable Sample Cuttings, Fairmount Hotel, San Francisco
- Jan. 19-20—National Preservers Association, Annual Meeting, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.
- Jan. 21-24—NATIONAL CANNERY ASSOCIATION and Canning Machinery and Supplies Association, 55th Annual Conventions, Americana Hotel, Bal Harbour, Fla.
- Feb. 11-13—Canadian Food Processors Association, Annual Convention, Bayshore Inn, Georgia and Cardero Sts., Vancouver, B. C.
- March 18-20—Cannery League of California, 58th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

picted a member of the staff of the mercy ship S.S. HOPE explaining canned foods to an Indonesian medical student. The background was a segment of the ship's 12-month store of canned foods, contributed last year by members of the N.C.A., as its part in the people-to-people program suggested by then President Eisenhower to promote world peace.

C.&T.R. Leaflet Distributed to Institutional Operators

"Canned Foods Cut Cost Figures" is a four-page leaflet condensing the facts disclosed in *The Case of The Silver Lions*, and is now being distributed by the Association of Institutional Distributors to some 30,000 restaurant and institutional operators.

This collaborative educational effort is part of the Consumer and Trade Relations Program of N.C.A., dealing with the advantages of canned foods to management of mass-feeding establishments.

The Case of The Silver Lions, prepared for the C.&T.R. program by James C. Scully of Allied Food Services Corporation, was issued in February. It suggested the methods by which a hypothetical restaurant chain deals with rising wage costs and inflation in today's volume-feeding market. For purposes of the study a statistical average of 50 typical public feeding operations (restaurants, cafeterias, diners, hotels, hospitals, and colleges) was reviewed. The findings indicated profitable uses of many canned foods, comparative storage and handling costs, cost control through menu planning, and other subjects.

Demand for the publication was too excessive for the C.&T.R. budget, and, as a substitute Dudley-Anderson-Yutzy, the public relations counsel for N.C.A., in collaboration with Mr. Scully's staff, prepared the condensed version now being distributed by A.I.D.

The subheads of the leaflet characterizes the contents: "Canned Foods Mean that Costs Fall; Choreless Feeding; Consistent Fare; Complete Facts; Constantly Fresh; Chef-Freedom;" etc. The concluding statement, based on the research findings, is that "canned foods save money, with no sacrifice in quality, in every area of restaurant management. Convenient, uniform and easy for cost control, they provide many of the answers for profitable food service operation in coming years."

One of the aims of the Association of Institutional Distributors is to "effect maximum efficiency of operation among institutional distributors * * * by providing the opportunity of free exchange of ideas in the area of sales, operations, management, etc." A tangible aid in this service is a Literature Distribution Service, and this is the medium being used for the N.C.A. leaflet, "Canned Foods Cut

Cost Figures." Each member of A.I.D. keeps a binder on his desk. Once a month an A.I.D. salesman brings current literature to the operator for filing in his reference binder. At the same time, the salesman explains the material to the operator. Thus the distribution gets the combined advantage of personal delivery and explanation with permanent reference use. Members of A.I.D., receiving this newest N.C.A. publication in the institutional program, account for more than 50 percent of total mass feeding in the country.

Audiences for 'Three Squares' Now in Excess of 34 Million

"The Three Squares," canning industry color film, produced as one of the projects of the N.C.A. Consumer and Trade Relations Program, has been shown a total of 7,398 times to audiences totaling 34,216,559. This includes television showings of the black and white version.

This is a gain of 725 showings to 2,098,332 people since the last figures were reported in October, 1960. The current total figures include the report of the USDA for July through December, 1960, but the showings that have resulted from distribution by the 72 nationwide USDA film libraries since January 1, 1961, will not be reported before mid-summer. USDA has reported, however, that "chiefly as a result of publicity in our recent Quarterly TV Flier, 26 television showings have been accomplished during the first four months of the present year." At intervals, USDA issues promotion pieces about the film.

Promotion of use of "The Three Squares" is continuous, and the total showings reported result from combined efforts on three fronts: The USDA Film Libraries; Dudley-Anderson-Yutzy, public relations counsel for the C.&T.R. Program; and the N.C.A. Information Division.

"The Three Squares" shows how the canning industry started, how it grew, what it means to civilization, its scientific basis; pictures its operations and points up the values and virtues of canned products in providing the opportunity for balanced meals every day of the year. It has been cited for telling the nutrition, the safety, the convenience, the economic importance, and the descriptive labeling story in a single package.

Safety and Economy Shown

The safety and economy of canned foods were pointed out in two presentations on the May 18-19 Food Processors Short Course, sponsored by the Department of Horticulture, North Carolina State College and the North Carolina Food Processors Association, at Raleigh.

Jack Leaver, raw products manager, Gerber Products Company at Asheville, N.C., gave a talk on the N.C.A. Pesticide Program in Practice, showing the care with which growers and canners handle raw products for processing.

The film, "The Real Profit Story," one of the tools of the N.C.A. Consumer and Trade Relations Program, was shown at another session. This is the black and white movie that presented the findings of research on canned foods handling costs among retailers with Mrs. Marie Kiefer, head of the National Association of Retail Grocers, as narrator. The film demonstrates the low handling costs, high gross and net profits achieved by canned foods.

This Week

Clementine Paddleford, food editor, includes a number of canned foods in her article, "See America with a picnic basket full of surprises," in the May 21 issue of *This Week* magazine.

Miss Paddleford says, "Here we suggest two picnic menus, one for a twosome or two times two. One for surprise and good eating when the children are along. Kids love hamburgers. Make each one a surprise package; the relish inside. These hidden assets may be anything you choose, preferably something sharp enough to be noticed, with a little something added to employ the teeth, like chopped green pepper, olives, walnuts."

The Epicurean Picnic for two features an antipasto as the first course. To prepare it Miss Paddleford says, "Take along chilled tins of ripe olives, button mushrooms, chick peas, julienne beets, artichoke hearts, or any vegetable you fancy. Don't forget the can opener. Arrange drained contents on tray with plastic forks. Have on hand a bottle of good French dressing and loaves of crisp French bread cut the long way and well buttered."

Included in the hamburger hidden asset fillings, for the main course on the Surprise Family Picnic, are catsup, chili sauce, ripe olives and pickle relish.

Woman's Day

"The Collector's Cook Book—Pineapple," 52nd in a series, appears in the May issue of *Woman's Day* magazine. Canned pineapple is featured in each of the 50 recipes. Included are canned sliced and crushed pineapple and pineapple tidbits, chunks and spears. In addition a total of 14 other canned foods are used in the recipes.

The article begins, "Pineapple is one of our most versatile fruits. It can be used in dishes that are appropriate for any meal of the day; in fritters or pancakes for breakfast; in salads, main dishes or desserts for lunch or dinner. It can be the most important single ingredient in a recipe, as in cake or pie, or it can make its special contribution in a smaller way when combined with meat, fish or chicken."

The other canned foods included in the recipes are sweet potatoes, water chestnuts, bamboo shoots, chow mein noodles, yams, baked beans, condensed cream of mushroom soup, catsup, tuna, tomatoes, beef bouillon, beets, barbecue sauce, and pimientos.

Good Housekeeping

An eight-page cook book, "Dinners For Your Busiest Nights," appearing in the May issue of *Good Housekeeping* magazine includes canned foods in 13 of the 17 recipes.

The cook book begins by telling the reader, "Every dish on these pages tastes as divine as it looks—and not one takes more than 60 minutes, start to finish. Ready? Set? Let's go!"

Canned foods included in the recipes are peach slices, button and sliced mushrooms, chunk style tuna, condensed vegetable soup, whole kernel corn, chili sauce, spiced apricots, cherry pie filling, small whole onions, beef gravy, hominy, condensed cream of chicken soup, and sliced pineapple.

The article is attractively illustrated with an additional eight pages of color photographs of the dishes.

Fast Food

Canned juices are included in a survey article, "Patterns in Juice Sales," which appeared in the April issue of *Fast Food* magazine. The survey was made of 1,000 restaurant operators.

The article says, "Canned juice is used by 87% of the respondents, frozen by 39% and fresh by 35%."

"Operators do not restrict themselves to any one method of serving

juice. Dispensers are used by 23%, while 50% serve directly from cans, and 48% from refrigerated jars. Combinations of these methods seem to be necessary because of the variety of juices offered to the public."

The survey shows that orange juice is the most popular juice with 97% of the operators offering it on menus. A close second is tomato juice, offered by 95%. Other juices most commonly offered, in order of popularity, are grapefruit, prune, pineapple, apple, grape and cranberry.

The survey also points out "Breakfast accounts for more juice sales than at any other meal. Approximately 77% report that most juice is served in the morning. Lunch accounts for most sales in only 16% of outlets, and dinner leads juice sales in only 7% of outlets."

What's New in Home Economics

Frederica L. Beinert, food and nutrition editor, features 92 different canned foods in her article, "Planning The Bride's Pantry Cupboards," which appears in the June issue of *What's New in Home Economics* magazine.

The article begins with listings of staples classified as Must-Have Basics including canned soups, fruits, juices, vegetables, and main dish foods; Should-Have Additions including catsup, chili sauce, and canned snack foods; and Nice-To-Have Extras including ripe olives and canned specialties.

Miss Beinert says, "Let us consider the place of canned foods on the bride's pantry shelf."

"Canned foods are available in sizes to fit everyone's needs, and the 8-ounce cans of fruits and vegetables are particularly suited for serving two. It is wise, however, to have some one-pound and larger sizes on the pantry shelf, ready for guest meals."

Miss Beinert goes on to say that a "well-planned" pantry contains canned foods in the following categories: soups, meats, poultry, fish, ready-to-serve entrees, vegetables, fruits, juices, snack foods and specialties.

Three black and white photographs illustrate the article. The lead photograph was furnished by the N.C.A. Consumer Service Division.

What's New in Home Economics is designed for the home economics profession and has a circulation of over 50,000.

Look

"What are Sardines?" a food article, by Marilyn Kaytor, food editor, appearing in the May 9 issue of *Look* magazine, gives 33 suggestions for using sardines in recipes for appetizers, eggs, main dishes, salads and sandwiches.

Miss Kaytor says, "The sardine is a delicious fiction. It is actually the collective name for a variety of soft-boned fish caught in a variety of waters and packed in a variety of ways."

"Whatever their origin, the fish are called sardines when tinned because the islanders of Sardinia first prepared them in this way. Today, most varieties are packed in many different oils and sauces—including olive, soybean, fish and mustard."

"Because the basic species are the commonest fish in the North Atlantic, sardines are one of the world's most inexpensive delicacies. As a food, their versatility is so endless that we have been obliged to pack suggestions for serving them into the column opposite as tight as you-know-what in a can."

In addition to sardines, other canned foods included in the article are pimientos, tomatoes, and anchovies.

The article is attractively illustrated with a large color photograph of sardines.

McCall's

"Thanks To The Earl Of Sandwich," a food article in the June issue of *McCall's* magazine, features a total of 22 canned foods in 17 of the 20 sandwich recipes.

The article says, "Every day, in this country, 30 million sandwiches, from the tiniest tea size to the magnificent hero long as your arm, are consumed by all ages from kindergarten on. Our sandwiches cover a wide field, too: hot and cold; with one or two or three slices of bread; some to eat soon as ready, some to freeze for future eating."

Canned foods included in the recipes are deviled ham, barbecue beans, tuna, boned chicken, sliced mushrooms, pimiento, catsup, ripe olives, dried beef, apple sauce, luncheon meat and crushed pineapple. Several of the foods are used in two or more recipes.

The article is attractively illustrated with a two-page color photograph showing a myriad of sandwiches.

N.C.A. Pea Flavor Studies Reported at IFT Convention

Research on the flavor of peas was the subject of a paper delivered by Dr. Jack W. Ralls of the N.C.A. Berkeley Laboratory at the 21st annual meeting of the Institute of Food Technologists in New York May 10. Dr. Ralls spoke about the work he has been doing in conjunction with the flavor group at the USDA Western Regional Laboratory in Albany, Calif.

The group has found that the major flavor components in peas do not reproduce the characteristic pea odor when they are recombined. It is assumed, therefore, that some less prevalent odor compounds must be responsible for the pea flavor.

In order to obtain enough residue for analysis, 5,000 pounds of peas have now been extracted for further identification. Gas chromatography has shown the presence of at least 25 components in the concentrated extract. Work is in progress to separate this mixture and identify at least the more characteristic substances.

This is a valuable study as a basis for eventual flavor improvement of canned peas.

Minimum Wage in Puerto Rico

The Wage and Hour Division of the U. S. Department of Labor has published in the *Federal Register* of May 27 a regulation which sets forth the procedures governing applications for appointment of review committees for industries in Puerto Rico and the Virgin Islands.

The recently-enacted amendment to the wage-hour law (P.L. 87-30) provides, among other things, for a 15 percent increase in the statutory minimum wage in Puerto Rico and the Virgin Islands except in an industry for which a review committee recommends a different rate or rates.

Employers or groups of employers may apply to the Secretary of Labor by July 4 for the appointment of a review committee to recommend the minimum rate or rates to be paid in an industry in lieu of the rate or rates resulting from the 15 percent increase provided by the recent amendment.

The newly-published regulations specify how applications should be made and the circumstances under which review committees will be appointed.

Junior Cook-Off

The Kroger-Westinghouse 1961 "Junior-Cook-of-the-Year" Search was held in Cincinnati May 14-16. Fifty finalists competed in the ballroom of the Netherland Hilton. Katherine R. Smith, Director of the N.C.A. Consumer Service Division, attended.

It was interesting to note that canned foods were used by most of the contestants using fruits or vegetables. The recipes reflected the growing popularity of convenience foods. As reported by Jean Allen, Director, Home Economics, Kroger Food Foundation, the following canned foods were used in the bake-off recipes: Canned vegetables 27; canned fruits 6; canned soups 6 kinds, with mushroom soup being used four times. In addition, canned fruit juices, tomato juice, luncheon meat, shrimp, chicken and turkey were used.

The types of recipes were divided as follows: desserts or breakfast pastries 28; and main dishes 22, which included 10 casseroles, with chicken being the most popular ingredient.

Guests invited to attend the Cook-Off were newspaper food editors from 22 cities, national magazine food editors, extension specialists, home economics teachers, and business home economists. Nationally prominent home economists judged the Cook-Off

foods. They were, Mercedes Bates, food editor, *McCall's Magazine*; Gertrude S. Capps, supervisor of home economics education, Detroit Public Schools; Lura M. Odland, Dean, College of Home Economics, The University of Tennessee; Marian Maeve O'Brien, food editor, *St. Louis Globe-Democrat*; Clementine Paddleford, food editor, *This Week Magazine*; Jeanne Paris, director of home economics, Swift & Company; and Dorothy Sinz, food editor, *The Dallas Times Herald*.

The Kroger-Westinghouse Search for the Junior-Cook-of-the-Year was established in 1958 to encourage and reward teenage interest in creative cooking and better nutrition. It is designed to recognize achievements by young people in wholesome, constructive youth activities. "It pays tribute to youngsters engaged in juvenile decency rather than juvenile delinquency," say the sponsors of this educational service.

The winner of the Grand Prize was Bettyjean Jesko of Swanton, Ohio, on her Peanut Streusel Pie. Other prize winners were Myra J. Richman, Texas City, Texas, for Hong Kong Hamburger; Mary Ewing, Champaign, Ill., for Scandinavian Sampler Loaf; Martha Ann Williams, Muncie, Ind., for Henny Penny Casserole; and Shirley Parrett, Bloomingburg, Ohio, for Citrus Garden Cake.

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